

## CHAPTER II

### GENERAL DESCRIPTION

#### 2.1 Hotel's Profile

AYANA Segara Bali brings a contemporary twist to the legendary Balinese-inspired AYANA experience and offers a new place for guests to relax and unwind. The hotel is the fourth AYANA property in the AYANA area at Jimbaran, following the trio of AYANA Villas Bali, AYANA Resort Bali, and RIMBA by AYANA Bali. AYANA Segara Bali brings a contemporary design aesthetic evoking modernity and simplicity.

The new AYANA Segara Bali brings an indoor-outdoor concept that blends the spacious living areas of modern architecture. Estate forest, and the sounds of nature. A place where the forest meets the ocean, AYANA Segara Bali brings an immersive experience to be harmonious with nature inspired by AYANA's guiding principle of balance from the Balinese philosophy, Tri Hita Karana.



*Figure 2.1 Logo*

Source: AYANA.com

##### 2.1.1 History

Founded in the 1980s, PT Karangmas Sejahtera, part of Midplaza Holding, began its journey with the development of Midplaza 1, the iconic tower that gave the group its name, located in Jakarta's central business district. Established officially on May 15, 1991, PT Karangmas Sejahtera has since expanded its focus

into the hospitality industry and integrated tourism area management in Bali, with its main operations based in Jimbaran, South Kuta, Badung, playing a key role in the development of the Karang Mas Estate, internationally recognized through world-class resorts such as AYANA Resort and Spa Bali. Today, Midplaza Holding is a diversified group known for innovation, integrity, and reliability, representing leading brands across multiple sectors including Property (Midplaza Building, Biznet Techno Village), Hospitality (AYANA Hotels, Delonix Hotel, Riverside Golf), Information Technology (Biznet, Perkom, Mekari), E-sports (RRQ, One Up), and Agribusiness, while consistently combining natural beauty, Balinese culture, world-class service, environmental sustainability, and community empowerment.

Majestically perched atop the cliffs of Jimbaran, AYANA Resort Bali stands as one of the most prestigious destinations in the luxury hospitality industry, not only in Indonesia but also on the international stage. This resort spans across 90 hectares of lush and serene landscape, offering breathtaking views of the Indian Ocean along with direct access to a private beach that attracts both local and international tourists.

AYANA offers a variety of luxurious accommodations thoughtfully designed with high aesthetics and maximum comfort, ranging from AYANA Resort and Spa, RIMBA by AYANA, to AYANA Villas Bali, each with its own unique character and advantages. From elegant suites to exclusive villas with private pools, every unit is crafted to provide a stay experience that blends modern luxury with authentic Balinese cultural touches.

In addition to its outstanding accommodations, AYANA Resort Bali features over 19 world-class restaurants and bars, including the globally renowned Rock Bar Bali, which has become an icon of Bali's nightlife. Located on natural rock formations at the cliff's edge, Rock Bar offers an unparalleled dining and sunset experience. AYANA also presents luxurious dining options such as Dava Steak & Seafood, Kisik Lounge & Seafood Restaurant, and various establishments serving Japanese, Italian, and Indonesian cuisine.

AYANA continuously innovates to enhance guest experiences. In 2024, AYANA introduced After Rock, a two-story nightlife venue with a futuristic design rooted in local culture. After Rock includes an exclusive lounge, live performance area, and dance floor for guests seeking a premium Bali nightlife experience. That same year, the resort also inaugurated the SAKA Museum, a cultural initiative showcasing Balinese heritage including the philosophy of Tri Hita Karana, the Nyepi celebration, and traditional art. This museum reflects AYANA's commitment not only to luxury but also to preserving local culture.

Historically, AYANA has deep and strong roots in the hospitality world. Initially launched as The Ritz-Carlton Bali in 1996, the property underwent a major transformation and was rebranded as AYANA Resort and Spa Bali in 2009. This rebranding marked a new era of luxury hospitality in Bali, emphasizing authentic Balinese hospitality, sustainability, and continuous innovation.

Between 2024 and 2025, AYANA is carrying out major renovations in key areas such as Cliff Villas, and the AYANA East and West buildings, to refresh aesthetics and comfort while retaining traditional Balinese architectural elements. These renovations are scheduled for completion in March 2025 as part of AYANA's ongoing commitment to service excellence and world-class facilities.

As an internship site, AYANA Resort Bali provides an ideal learning environment for hospitality and culinary students. Interns have the opportunity to work directly in professional kitchens with international standards, engage in large-scale operational services, and adapt to a fast-paced yet highly disciplined work environment. In addition to technical skills, interns also receive training in soft skills such as teamwork, cross-cultural communication, stress management, and world-class customer service.

### **2.1.2 Hotel Facilities**

AYANA Bali provides a wide range of premium facilities designed to deliver a complete and luxurious guest experience. These facilities include elegant guest rooms and private villas that offer comfort and exclusivity, as well as a variety of restaurants and bars that serve both international and local cuisines. In addition,

the resort is equipped with event and meeting venues for weddings, conferences, and special occasions, multiple swimming pools with scenic views, and comprehensive spa and wellness centers that focus on relaxation and holistic well-being. AYANA Bali also offers modern fitness facilities and various recreational areas, allowing guests to enjoy leisure activities throughout the resort. All of these facilities are supported by professional staff and well-structured operational systems to ensure high service standards, guest satisfaction, and consistency with AYANA Bali's reputation as a luxury integrated resort. The four buildings that make up AYANA Resort Bali each have a distinct amount of rooms, as explained below: There are 294 rooms in AYANA Resort, 78 at AYANA Villas, 403 at RIMBA by AYANA, and 223 at AYANA SEGARA. There are 993 rooms in all. (Source: HRD AYANA Bali)

## AYANA Resort Room Type's

*Table 2.1 Room Types*

Figure	Description
 <p><b>Figure 2.2 Resort view room</b> (Sources: Ayana.com)</p>	<p>52 m<sup>2</sup> standard room with a balcony and lush garden view. Available in King and Twin beds.</p>
 <p><b>Figure 2.3 Ocean view room</b> (Sources: Ayana.com)</p>	<p>52 m<sup>2</sup> room featuring a balcony with a stunning view of the ocean. Available in King and Twin beds.</p>
 <p><b>Figure 2.4 Resort view suite</b> (Sources: Ayana.com)</p>	<p>110 m<sup>2</sup> suite with a balcony facing tropical gardens.</p>





**Figure 2.5 Ocean view suite**  
(Sources: Ayana.com)

110 m<sup>2</sup> suite offering panoramic ocean views from a private balcony.



**Figure 2.6 Two Bedroom Resort View Suite**  
(Sources: Ayana.com)

Spacious 162 m<sup>2</sup> suite with 2 bedrooms and garden view.



**Figure 2.7 Two Bedroom Ocean View Suite**  
(Sources: Ayana.com)

162 m<sup>2</sup> suite with 2 bedrooms and panoramic ocean views.

**RIMBA by AYANA Room Type's:**

Figure	Description
 <p><i>Figure 2.8 Resort View Room</i> (Sources:Ayana.com)</p>	<p>42 m<sup>2</sup> standard room with a balcony overlooking the resort garden.</p>
 <p><i>Figure 2.9 Garden View Room</i> (Sources:Ayana.com)</p>	<p>42 m<sup>2</sup> room with views of surrounding forest.</p>
 <p><i>Figure 2.10 Jimbaran Bay View Room</i> (Sources:Ayana.com)</p>	<p>42 m<sup>2</sup> room showcasing Jimbaran Bay from the balcony.</p>

 <p><b>Figure 2.11 Pool Access Room</b> (Sources:Ayana.com)</p>	<p>Direct access to pool from 42 m<sup>2</sup> room terrace.</p>
 <p><b>Figure 2.12 Pool Access Suite</b> (Sources:Ayana.com)</p>	<p>82 m<sup>2</sup> room with direct access to semi-private pool.</p>
 <p><b>Figure 2.13 Resort View Suite</b> (Sources:Ayana.com)</p>	<p>82 m<sup>2</sup> suite with balcony facing resort garden and pool.</p>





82 m<sup>2</sup> suite with view of Jimbaran Bay and forest.

**Figure 2.14 Jimbaran Bay View Suite**  
(Sources: Ayana.com)

# **AYANA Villas Room Type:**

Figure	Description
 <p><b>Figure 2.15 One bedroom ocean view villa</b> (Sources:Ayana.com)</p>	A luxurious 500 m <sup>2</sup> villa with panoramic views of the Indian Ocean and landscaped gardens. It features elegant furnishings, marble bathrooms, and exclusive services such as VIP check-in, butler service, and priority access to Rock Bar.
 <p><b>Figure 2.16 One bedroom ocean front villa</b> (Sources:Ayana.com)</p>	A private 500 m <sup>2</sup> clifftop villa with breathtaking views of Jimbaran's Sunset Coast. Designed for privacy and comfort, it features luxurious furnishings, handcrafted décor, and marble bathrooms.
 <p><b>Figure 2.17 Two bedroom ocean view villa</b> (Sources:Ayana.com)</p>	A spacious 400 m <sup>2</sup> villa offering views of lush gardens and the Indian Ocean. Elegantly furnished with large indoor spaces, private pools, and gazebos.

 <p><b>Figure 2.18 Two bedroom ocean front villa</b> (Sources:Ayana.com)</p>	<p>A luxurious 530 m<sup>2</sup> villa offering sweeping ocean views along Jimbaran's sunset coastline. Includes a master bedroom, a twin-bedded room, and a spacious marble bathroom with both indoor and outdoor showers.</p>
 <p><b>Figure 2.19 Presidential suite the Ayana villa</b> (Sources:Ayana.com)</p>	<p>An iconic 3,000 m<sup>2</sup> three-bedroom villa offering unmatched luxury with 360° panoramic views of the Indian Ocean and sunsets. Nestled in private tropical gardens with its own entrance, this world-class villa provides ultimate exclusivity.</p>
 <p><b>Figure 2.20 One bedroom suite resort view suite</b> (Sources:Ayana.com)</p>	<p>A 93 m<sup>2</sup> suite with a separate living room, ideal for couples or small families. Designed with an airy layout that blends traditional Balinese charm and modern minimalism.</p>






A luxurious 130 m<sup>2</sup> suite with sweeping Indian Ocean views. Features a private balcony, walk-in closet, L-shaped sofa, plasma TV, and king-size canopy bed. Includes two elegant marble bathrooms and Balinese-inspired décor.

***Figure 2.21 Two bedroom ocean view room***  
(Sources: Ayana.com)



### AYANA Resort Bali Food and Beverages:

Figure	Description
 <p><b>Figure 2.22 Unique Rooftop Bar &amp; Restaurant</b> (Sources: Ayana.com)</p>	<p>High atop RIMBA, Unique offers a stunning rooftop that doubles as a pool club during the day and a venue for chic cocktails and Mexican-inspired dinners at dusk. Experience the solitude of Bali's well-known Uluwatu hills, where a refreshing sea air and high treetop views of the surrounding forest and ocean await you. The Unique Rooftop Bar and Restaurant is open daily from 11:00 to 23:00 WITA. Every Saturday and Sunday, there is a special event. Every Saturday night, there is a salsa dancing performance, and on Sundays, there is a free taco festival.</p>
 <p><b>Figure 2.23 To'Ge Restaurant</b> (Sources: Ayana.com)</p>	<p>A lively restaurant that serves comfort food from all over the world every day. Choose a table in one of the many indoor spaces or eat outside in the breathtaking woodland grandeur of RIMBA. The To'Ge restaurant is open from 06.30 to 23.00 WITA.</p>
 <p><b>Figure 2.24 Forest Bar</b> (Sources: Ayana.com)</p>	<p>The Forest bar in RIMBA is a hidden gem where you can unwind. Nestled among the trees, you may enjoy the refreshing pool, freshly made meals and drinks, and cool air. The hours of operation are 09.00 to 18.00 WITA.</p>





**Figure 2.25 RIMBA Pool Bar**  
(Sources: Ayana.com)

At RIMBA by AYANA Bali, the RIMBA pool bar is nestled next to the spacious RIMBA Pool, which is encircled by thick tropical vegetation. Enjoy our unique cocktails, indulge in light appetisers, and serve the youngsters some wonderful gelato. This serene paradise is the perfect spot to relax and connect with the natural world. The pool bar is open from 09.00 to 18.00 WITA.



**Figure 2.26 Kampoeng Bali**  
(Sources: Ayana.com)

The distinctive Balinese traditional performance restaurant at Kampoeng Bali RIMBA provides a culinary journey through Bali's history. Savour the way a typical market setting comes to life during one of Bali's famous sunsets, which are influenced by the island's delectable cuisine and rich cultural heritage. Open from 18.00 to 22.00 WITA on Mondays, Wednesdays, and Fridays.



**Figure 2.27 Rock Bar**  
(Sources: Ayana.com)

Regarded as one of the best hotel bars in the world. An enormous outdoor complex with a sun, rugged limestone cliff, and 180 degrees of turquoise water is ready to offer tourists to Jimbaran Bay a distinctive light show. Prominent DJs' music elevates the moods. Every day from 16.00 to 00.00 WITA.



**Figure 2.28 KISIK Seafood & Grill**  
(Sources: Ayana.com)

KISIK offers the best outdoor beachfront dining, inspired by Jimbaran's distinctive seafood barbecue tradition. Savour delicious food while taking in breathtaking sunset views and the sound of breaking waves. KISIK is open from 17.30 to 23.00 WITA.



**Figure 2.29 Padi Restaurant**  
(Sources: Ayana.com)

In an open-air setting with a tiered lotus pond surrounding it, padi showcasing the colorful, fresh tastes of Thailand, Indonesia, and India. In the center of AYANA Resort. With the operational hours of 06.30 – 11.00 and 18.30 – 23.00 WITA.



**Figure 2.30 Damar Terrace Restaurant**  
(Sources: Ayana.com)

The Damar Terrace Bar & Lounge is a great spot to relax away from the sun and hotel activity. With a lotus pool and fountain around it, this outdoor bar is the perfect spot to hide out in the midst of the day or evening. In the afternoon, we provide afternoon tea with a focus on sweet Asian and Indonesian flavours. At dusk, Damar transforms into an evening lounge with a menu of Southeast Asian cuisine and traditional drinks made using regional ingredients.



Sami Sami offers Italian trattoria-style cuisine in a stylish alfresco setting from the cliff-edge lawn that overlooks AYANA's stunning views of the Indian Ocean. Sami Sami is open from 11:00 to 23:00 WITA.

***Figure 2.31 Sami Sami Restaurant***  
(Sources: Ayana.com)



### Meeting Venues of AYANA Resort:

Figure	Description
 <p><b>Figure 2.32 AYANA Ballroom</b> (Sources: Ayana.com)</p>	<p>Up to 1000 persons can be accommodated in this 845 m<sup>2</sup> meeting area. The AYANA Ballroom is divided into three sections: AYANA Ballroom I can hold 300 people, AYANA Ballroom II can hold 250 people, and AYANA Ballroom III can hold 200 people.</p>
 <p><b>Figure 2.33 Batur Meeting Room</b> (Sources: Ayana.com)</p>	<p>Meeting space that is 13 by 9 meters and can hold up to 120 people. It can be divided into two parts. Batur II, which can also hold 60 people, and Batur I, which can hold 60 people.</p>
 <p><b>Figure 2.34 RIMBA Ballroom</b> (Sources: Ayana.com)</p>	<p>The 300 m<sup>2</sup> RIMBA Ballroom can accommodate up to 400 people and is ideal for events like parties, seminars, and other get-togethers that require ample space and seats.</p>

### Wedding Venues that available in AYANA Resort Bali:

Figure	Description
 <p><i>Figure 2.35 Champa Garden</i> (Sources: Ayana.com)</p>	<p>One of Bali's most magnificent outdoor reception locations, Champa Garden is a 20.000 m2 outdoor event space that can accommodate up to 3000 guests for standing parties and 800 people for table-style gatherings. Large-scale Balinese festivals and weddings are planned to take place there.</p>
 <p><i>Figure 2.36 SKY</i> (Sources: Ayana.com)</p>	<p>Situated 35 meters above the Indian Ocean, SKY is a unique and captivating venue for wedding receptions in Bali with seemingly endless views that vanish into the distance. SKY, a magnificent 7500 m2 multifunctional Bali event location with 180-degree views of the Bali ocean and sunsets while maintaining the utmost isolation, is situated above AYANA's exclusive Kubu Beach. it has space for up to 80 people.</p>
 <p><i>Figure 2.37 KISIK Pier</i> (Sources: Ayana.com)</p>	<p>KISIK Pier is the only wedding location in Bali that can hold up to 50 people and offers a private pier for the hotel wedding celebration.</p>





**Figure 2.38 Asmara Gazebo**  
(Sources: Ayana.com)

Asmara Gazebo with its 350-year old ornamental "JOGLO" a ceremonial pavilion in a Central Java Palace, this wedding location has Javanese Architecture and can hold up to 50 people.



**Figure 2.39 Kubu Beach**  
(Sources: Ayana.com)

Kubu Beach offers a venue which can accommodate up to 20 people in the beachside reception space with a vibrant gazebo adorned with tropical flowers and lively linens.



**Figure 2.40 Tresna Chapel**  
(Sources: Ayana.com)

A gorgeous glass altar and a translucent glass aisle with a rocky river below are features of this wedding venue, which can hold up to 180 guests.



**Figure 2.41 Astina Pavilion**  
(Sources: Ayana.com)




Astina Pavilion is a venue for weddings that can hold up to 180 guests. It features a gorgeous glass altar and a see-through glass corridor with a river flowing from the rock below.



**Figure 2.42 Bale Kencana**  
(Sources: Ayana.com)

Wedding venues with thatched roof gazeboos and space for up to 50 guests provide an outdoor venue for festivities.

## AYANA Resort Bali Pool & Beach:

Figure	Description
 <p><i>Figure 2.43 Kubu Beach</i> (Sources: Ayana.com)</p>	<p>Bali's quiet beach and immaculate sand are perfectly located inside AYANA. Kubu Beach also serves delicious regional food and energising drinks.</p>
 <p><i>Figure 2.44 Ocean Beach Pool</i> (Sources: Ayana.com)</p>	<p>Bali is an ocean beach pool located on a winding cliffside rock walkway that leads to Rock Bar. This adult-only infinity pool in Bali is the ideal place to enjoy beachside swimming all day long with its stunning ocean views.</p>
 <p><i>Figure 2.45 River Pool</i> (Sources: Ayana.com)</p>	<p>The two-tiered rock pool in the cliff area of AYANA Villa is one of the most well-known attractions of AYANA Resort Bali.</p>





**Figure 2.46 Thalassotherapy Pool**  
(Sources: Ayana.com)

Heated saltwater hydrotherapy pools have bubble baths, current and countercurrent massaging zones, and jet showers. Running against the current, the jets in the zones target and massage the body's pressure point.



**Figure 2.47 AYANA Main Pool**  
(Sources: Ayana.com)

The two-story, beautifully constructed freshwater outdoor pool has an infinity edge that seems to merge with the surrounding ocean. The lower pool is situated below and offers comfortable lounge chairs and an umbrella for taking in the serene views of the waterfall.



**Figure 2.48 RIMBA Main Pool**  
(Sources: Ayana.com)

RIMBA main pool divided into 3 part, upper pool, lower pool, and cabana pool. The upper pool is reserved for adults only and offers a view of the surrounding jungle. In addition. It's a really aesthetic location and perfect for a drink. The RIMBA lower pool has a warm water pool, a pool bar, and kids area with waterslide. Additionally the cabana pool is the ideal spot for those who like to unwind in seclusion and away from the bustle while sipping drinks.




This semi-private pool is a haven in the middle of the never-ending RIMBA jungle. Visitors to this first-rate accommodation can enjoy a drink by the pool and swim in the wonderful pool, which is directly accessible from the room. The bar serves food and drinks and is located close to the pool, surrounded by trees.

**Figure 2.49 Forest Pool**  
(Sources: Ayana.com)



### Other Facilities that available in AYANA Resort Bali:

Figure	Description
 <p><b>Figure 2.50 Spa on the Rock</b> (Sources: Ayana.com)</p>	<p>Perched on a massive rock, this opulent spa facility offers unimpeded 180-degree views of the shimmering ocean. utilising carefully selected health methods for the AYANA Spa on the Rock.</p>
 <p><b>Figure 2.51 AYANA Spa</b> (Sources: Ayana.com)</p>	<p>AYANA's Spa, which won the 2016 World Spa Awards as "Indonesia's" best hotel spa, provides the ultimate luxury spa experience and getaway. Bali's unique aquatonic seawater jet pool, which offers a two-hour healing experience while taking in views of lush gardens and sunset beaches, is open to visitors.</p>
 <p><b>Figure 2.52 AYANA Ocean Adventures</b> (Sources: Ayana.com)</p>	<p>The recently renovated children's club at AYANA Resort Bali has table tennis, a trampoline, a kid's pool table, outdoor furniture and playground equipment, and a flat-screen television.</p>



**Figure 2.53 AYANA & RIMBA GYM**  
(Sources: Ayana.com)

The air-conditioned gym, features cutting-edge fitness equipment, a sauna, steam room, and foldable windows that let in fresh air.



**Figure 2.54 SAKA Museum**  
(Sources: Ayana.com)

SAKA Museum is a modern cultural space located within AYANA Estate, Jimbaran. It showcases Balinese traditions and philosophies such as Nyepi, Subak, and the Five Elements. Open daily from 10:00 AM to 6:00 PM, the museum offers interactive exhibits that connect visitors to Bali's deep-rooted wisdom. SAKA was recognized as one of TIME Magazine's *World's Greatest Places 2024*.



**Figure 2.55 Cabana Work Suite**  
(Sources: Ayana.com)

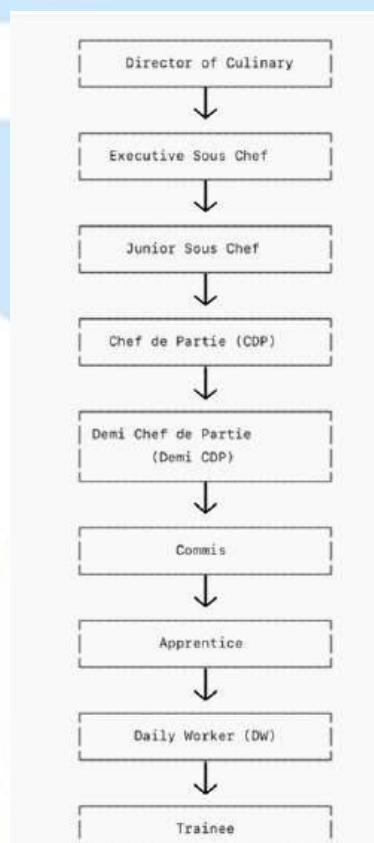
This sound-isolated individual workstation is available for hourly rent. Features include fast internet, video conferencing, air conditioning, and a charging station.



RIMBA Jungle Adventure is a 1,600-square-meter children's playground located in the RIMBA area, near Kampoeng Bali. It features both indoor and outdoor play zones, offering sensory play and interactive educational activities designed to support children's growth and development. The facility operates daily from 9:00 AM to 6:00 PM.

**Figure 2.56 RIMBA Jungle Adventure**  
(Sources: Ayana.com)

## 2.2 Organizational Structure



**Figure 2.57 Organization Chart**

(Sources: Internet, 2025)



AYANA is a luxury hospitality brand that operates several prestigious properties in Bali, including AYANA Resort Bali, RIMBA by AYANA, AYANA Villas Bali, and AYANA Segara Bali. The overall operations of these properties are led by a General Manager, who is responsible for strategic planning, operational control, and maintaining service excellence across all AYANA hotels.

Each property is supported by Hotel Managers who oversee daily operations and ensure that all departments perform according to AYANA's high standards. Every department within the organization is managed by a Department Head or Director, such as the Director of Finance, Director of Food and Beverage, Director of Human Resources, Director of Spa, and Director of Culinary Operations. These leaders are responsible for managing their teams, setting departmental objectives, and ensuring guest satisfaction.

The Culinary Department plays a vital role in delivering AYANA's luxury dining experience. This department is led by the Director of Culinary Operations, who is responsible for overseeing all kitchen activities, restaurants, and banquet operations across AYANA Resort Bali, AYANA Villas, RIMBA, and AYANA Segara. The Director of Culinary Operations is in charge of menu development, food cost control, quality assurance, hygiene standards, and coordination with the Food and Beverage and Events departments.

Supporting the Director of Culinary Operations is the Executive Sous Chef, who assists in managing daily kitchen operations and supervising all culinary staff. The Executive Sous Chef ensures consistency in food quality, presentation, and kitchen discipline. Under this position is the Junior Sous Chef, who helps oversee specific kitchen sections and supervises kitchen staff during operational hours.

At the station level, each kitchen section is managed by a Chef de Partie (CDP). The CDP is responsible for a specific area such as the hot kitchen, cold kitchen, pastry, or banquet section. They ensure that food preparation follows standard recipes and is delivered on time. Assisting the CDP is the Demi Chef de Partie (Demi CDP), who supports cooking activities, preparation, and cleanliness of the workstation.

Below this level are Commis Chefs, who perform basic food preparation tasks, assist senior chefs, maintain kitchen cleanliness, and support daily production needs. The Apprentice is a contracted kitchen staff member who assists operational activities while gaining practical experience in a professional kitchen environment.

Daily Workers (DW) are employed on a daily basis to support kitchen operations during busy periods or special events. At the entry level of the kitchen hierarchy are Trainees, who are usually students undergoing internship programs. Trainees assist with basic kitchen tasks such as washing, cutting ingredients, and learning standard kitchen procedures under supervision.

This structured culinary organization enables AYANA Resort Bali to maintain high standards of food quality, hygiene, efficiency, and guest satisfaction, ensuring a consistent luxury dining experience across all its properties.